

EXHIBIT 88

PUBLIC

Google Display

Impressions

6,375,821

Spend

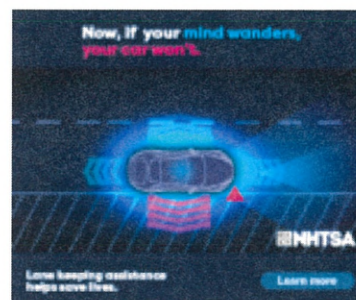
\$10,035.58

Clicks

3,908

CTR

0.06%



OBSERVATIONS:

- The display campaign launched on July 22 and was added as a complement in tandem with Google Search to increase the reach of the campaign. The highest performing display unit was the 580x400 at 0.08%. Unfortunately, the average CTR for this campaign was at 0.06% which is much lower than other tactics on the plan. Recognizing this, we shifted the remaining Google Display budget to Facebook display in September, which has much stronger CTRs.

